

A Letter from Pershing

Personal.

AMERICAN EXPEDITIONARY FORCES
OFFICE OF THE COMMANDER-IN-CHIEF
France, January 27, 1919.

Mr. M. F. Murphy, Manager,
The Chicago Tribune, Paris.

My dear Mr. Murphy:

I received your letter of January 10th, enclosing the check to my order for 106,902.87 francs, which represent the profits of the Army Edition of the Chicago Tribune to the end of November, the month in which the armistice was signed, to be used for such purposes, connected with the men of the Expeditionary Forces, as I may deem wise.

I cannot hope to express to you adequately the thanks of the American Expeditionary Forces for this. You have rendered a signal service to us all in the publication of your newspaper and in your consistently generous and helpful attitude to officers and men in this war. Now you have placed us still further in your debt by your generosity.

It requires some study on my part before deciding how this fund may best be used in accordance with your desires. I will communicate further with you when I have reached a decision.

Again I wish to extend to you my hearty personal thanks for your generosity.

Sincerely yours,



WHEN Uncle Sam went to war The Chicago Tribune was (and still is) the only American newspaper that established a special daily European edition for the benefit of the A. E. F. and other Americans in France. Not only that, but it was the only paper of any allied nation that performed such a service for its fighting men.

For eighteen months The Army Edition of The Chicago Tribune has strengthened the morale of the American soldiers in trench and camp by supplying them every day (often by aeroplane) with world news, with American news, with cartoons, wit and gossip.

Carried on for many months at heavy loss, its swelling popularity with the rapidly increasing army eventually produced profits. Upon the signing of the armistice The Army Edition turned over to General John J. Pershing as the entire profits of the paper from the time of its inception up to the last day of November, 1918, a check for 106,902 francs. This money is to be devoted to any army funds the commander in chief may direct. General Pershing's letter of appreciation is reproduced on this page.

The Long Arm of "The W. G. N."

The Army Edition of The Chicago Tribune stands distinct from any other English language publication in Europe. The Stars and Stripes is a *weekly* giving the gossip of the A. E. F. to the A. E. F. Other *continental* daily newspapers are printed in English in France, but The Army Edition of The Chicago Tribune is the one characteristically *American Daily* newspaper printed in France.

Only Paper in Europe with These Features:

Cartoons by John T. McCutcheon, Carey Orr, Frank King, Sidney Smith, Claire Briggs.

Humorous stories by Ring Lardner and column of wit by B. L. T.

Stories direct from these special war cor-

respondents of The Chicago Tribune accredited by the War Department:

FLOYD GIBBONS
FREDERICK SMITH
FRAZIER HUNT
PARKE BROWN

Daily services of these Tribune special correspondents scattered throughout Europe:

HENRY HYDE
M. F. MURPHY
RICHARD HENRY LITTLE
CONSTANCE DREXEL
HENRY WALES
LADISLAV CZAPSKI
SPEARMAN LEWIS

Full reports of two European news services—The Radio and Havas agencies.

Daily cable reports from The Chicago Tribune, from Robert Burns Peattie, staff correspondent in New York, and from Arthur Sears Henning, staff correspondent in Washington.

What Pershing's Letter Means to Advertisers

Successful advertising depends not only on copy and circulation and proper merchandising, but also on *responsiveness* of readers—and responsiveness depends largely upon the attitude of readers toward the medium used.

The Chicago Tribune produces results far out of proportion to Chicago Tribune circulation. The greatest reason for this is the feeling of confidence, of respect, of pride, which Chicago Tribune subscribers have for their newspaper—their conviction that it is the world's greatest newspaper, or, as they call it, "The W. G. N."

High editorial policy, strict censorship of advertising, and a record of sensational achievements such as that of which the above letter marks the climax—all these contribute to the prestige and power of advertising in The Chicago Tribune—of your advertising in The Chicago Tribune.

A Real Newspaper

The Army Edition of The Chicago Tribune is a real newspaper. It has, therefore, secured a remarkable circulation not only among soldiers of the expeditionary forces, but among the business men of Europe—business men who are looking toward America.

Now that the war is over, the name is to be changed to The Paris Edition of The Chicago Tribune, under which title it will continue in Europe its service to Americans and to America.

European exporters, importers and bankers are reading The Paris Edition of The Chicago Tribune as one of the chief sources of authentic, up-to-date information concerning the United States. Like The Chicago Tribune, itself, it is not only a great newspaper, but a splendid advertising medium.

Dominating the Richest Territory in the World, Chicago Tribune Advertising Has an Unequaled Record of Achievement—Use It!